



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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MORE ON FALL READY-TO-WEAR

The American collections were too chockful of news to fit into one issue (June FI). Here, then, is the balance, as promised. Note that the Big Daytime Looks continue right through evening.

THE EVENING TREND is to CASUAL SPORTSWEAR COMPONENTS upgraded in LUXURY FABRICS ... Chief Silhouette News: The return of the STRAPLESS gown, frequently draped -- strapless tube and blanket cover-up (Albert Capraro) -- hand-painted draped and haltered satin tube with deep front slit (Bill Blass) -- strapless, black jersey with hood cowl (Gloria Vanderbilt) -- even strapless jumpsuits, pajamas and tunics -- strapless pleated black crepe de chine tunic/pants/ black cashmere blanket (Calvin Klein) ... the ASYMMETRIC V-neckline -- obi-sashed black silk dinner dress -- white silk satin tunic over black silk pants (Halston) ... the ONE-SHOULDERED evening -- China silk dress with single side-tied sleeve -- diagonally striped tunic over pants (Mary McFadden).

TUNICS are major and seen throughout the market, topping long skirts or PANTS -- kabuki tunic/drawstring pants in Abraham's cinnamon color georgette -- red crepe trapunto stitched tunic/pants (Albert Nipon) -- pleated white jacquard tunic/black pants -- T-square tunic/skirt (Parnis Boutique) -- tri-color tunic/pants/jacket in kelly, red and purple crepe de chine (Oscar de la Renta) ... CAFTANS are now contoured to the body ... And CASHMERE is coin of the realm: CASHMERE COMPONENTS include ponchos over satin pants (Bill Blass) -- hooded cashmere sweater/crystal pleated crepe skirt/cashmere blanket (Calvin Klein) -- cowled long body-shirtdress in seven colors (Damon).

INDIVIDUALIST ITEMS: Giant "superbug" appliques, a quilted cotton/Lurex ladybug, (continued on page 2)

THE 35TH INTERSTOFF: A REALISTIC FAIR

OVERVIEW: Realism -- in fabrication, fiber and price structure -- sums up the mood of the 35th Interstoff Fabric Fair for Spring-Summer 1977, held in Frankfurt in late May. The textile industry remains in a period of quiet evolution; this is reflected in the continuation of many major trends set last November.

TRENDS:

- ... Functional fabrics, in constructions that relate to RTW silhouettes
- ... Cotton is King, woven or knitted -- -- 100% or blended
- ... Coordination of patterns or fabrics, color-related or color-matched
- ... Engineered border, panel and scarf patterns, in yarn-dye wovens and prints

SPORTSWEAR BASE CLOTHS in top and bottom weights ... Cotton drill, canvas, basket weave ... Pinwale corduroy, Bedford and Ottoman cords ... Pique -- waffle, bird's eye, petit point ... Seersucker -- knitted or woven ... Lacquered cotton sateen ... Linen ... Shantung.

UPSTAIRS, DOWNSTAIRS: From the Pantry -- mesh, knitted or woven -- dishcloth, pot holder, terry toweling, mop cloth, pastry gauze -- in plaids, checks and stripes on neutral grounds ... UPSTAIRS RAFFINE -- damask, tablecloth and handkerchief linens, cotton batiste, fine dobby weaves, satin-striped cottons, organdy (when properly finished), a natural successor to ubiquitous voile -- Chantilly and window curtain lace on mesh -- tatting and Raschel knits in natural or white.

(continued on page 2)

MORE ON FALL RTW (continued from page 1)

bumblebee, or dragonfly covers entire front of long 6-ply hand-loomed black silk skirts (Star of Siam) -- giant SUNBURST covers entire front of crepe de chine tabard over tunic slip dress and pants (St. Gillian).

DETAILS: HOODS ... cowl necks ... QUILTING, chiefly in jackets, boleros, some coats, vests ... CONTRASTING COLOR top stitching, bindings, seam piping ... New alternating left and right REVERSE TUCKS, for tiny-brackets effect (Nipon) ... CRYSTAL PLEATS.

SOFT, FLUID FABRICS FALL FREELY ABOUT THE FIGURE to REVEAL or CONCEAL -- hairy or nappy, the LUSH LUXURIES: CASHMERE is in Number 1 spot, woven or knit, real, blended or acrylic -- MOHAIR, newest in stripes and striations -- ALPACA -- ANGORA -- rabbit hair -- BRUSHED WOOLS -- Melton ... The important man-tailored fabrics: TWEED (Blass, Calvin Klein, Tiffneau/Originala) -- Harris tweed -- Shetland -- FLANNEL, some with new hair-finish -- GABARDINE, cavalry twill, corduroy, covert ... ULTRASUEDE continues strong in apricot, rust, printed.

... EVENING FABRICS are understated: MATTE JERSEY -- satin, HAMMERED SATIN -- CREPE DE CHINE -- CHIFFON, often SATIN-STRIPED or hand-painted.

COLORS, too, ARE SOBER (but not somber): BLACK is the front runner, night and day -- strongest alternates are chocolatier BROWNS, and the whole spectrum of GRAYS, from oyster and pearl, to flannel, to granite and charcoal ... BEIGE is the big runner-up -- sand, honey, cream, vanilla, ivory, camel, oatmeal, taupe ... WINTER WHITE is the surprise candidate, often with brown for a running mate ... RED is also a big vote getter, as are its many derivatives -- bois de rose, rust -- lilac lavender, PARMA VIOLET, cyclamen -- pumpkin, plum, aubergine, mulberry ... WOODHUES -- sandalwood, bark, LODEN, olive ... Winter-navy ... clear primaries.

MOST PATTERNS are MENSWEAR-DERIVED: STRIPES win on the first ballot -- blanket, border, computer, herringbone, pin, ombred, random, Rugby, satin, shadow ... CHECKS for balance -- buffalo (wide windowpanes form darker squares where they intersect), district, mini-minis ... PLAIDS percolate through it all -- blanket, block, glen, tartan, Tattersall, windowpane.

INTERSTOFF (continued from page 1)

THE WORKERS: Ticking stripes, denim sometimes reverse-color printed, coarse gauges, pebbly faced knits and wovens.

SHIRTINGS: Yarn-dyes, end-on-end, chambray, oxford, white-on-white jacquard, shag bark, broadcloth, metallic stripes, pongee.

KNITS: Raschels in all varieties, textured sheers and boucles ... Continuing sweatshirt pilous and cotton interlock jersey.

PATTERNS: Florals -- mille fleurs, field and English garden, bouquet and cluster, stylized and South Sea Islands exotics ... Dots -- pin, aspirin, coin, confetti, irregular ... Stripes -- pin, ticking, awning, canvas, candy ... Water-color smudge motifs ... Borders -- vertical and horizontal ... Continuing madras and mini-tartans, black ground batiks, Persian carpets, African and Itak patterns.

COLORS: Clean, clear brights -- real red, skipper grass green, white ... Lively pastels -- cornflower, lavender, blossom pink, lemon, misty jade ... Jungle-deeps -- indigo, burnt umber, moss, beet root, tree bark.

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CHICAGO APPAREL CENTER OPENS END OF AUGUST

The giant new Apparel Center in Chicago (adjacent to the also-Kennedy family owned Merchandise Mart) has announced its first market week for the last weekend in August, showing Holiday and Early Spring lines. The official opening for the Center is expected to be scheduled for November.

Plans are for Saturday market openings, instead of the traditional Sundays, to give buyers an additional day. The more than 3,500 resources, housed in the Center, will comprise all price levels of women's RTW; men's, boys' and children's apparel. Plans are for five markets annually, in addition to the semi-annual European Fashion Fair, which is moving its stand to the Windy City. Contact: (800) 621-3902.

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IMPORTANT DATES

PARIS - Pret-a-Porter Showings, Oct. 23-27
FRANKFURT - Interstoff Fabrics, Nov. 23-26

CALIFORNIA: FALL SCARFS -- AND DRESS ACCESSORIES

Young and exuberant, the Los Angeles Accessories Market offers spirited Fall collections with a couture look at down-to-earth prices. Scarfs of slinky fabrications feel and act like silk, won't skid off hairdos. Innovative pieces, prints and prices are geared to breaking down customer resistance.

NECKWEAR -- SCARFS: 22- (especially), 24- and 27-inch SQUARES are top volume producers; 32-inch and larger are movable feasts that can shelter head, shoulders, waist or hips ... Standouts: Tricelon acetate/nylon pongee; woven Qiana; poly batik prints; ombre stripes and dark free-hand plaids on Arnel/nylon; nubby poly/cotton mini- and buffalo checks; polyester clay prints; frame-worthy sublistatic photo prints of figures, faces and illuminated old theatre posters, all on imported British fabrics (Les Centurions) ... 22-inch square PROVINCIAL PRINTS, smashing spaced-out patchwork motifs, menswear haberdasher plaids, nubby "French knots" on plaids and stripes (Sea Gull California) ... WATER-REPELLENTS in beautiful, silky over-all and border prints (Erwin Manuf'g).

NECKWEAR -- TIES: Demi-scarf, a 24-inch square, seamed on the bias into a tube, great just knotted; bell-shaped "demi" with lettuce edging; 62-inch bias ties -- can also be used to wrap the waist (Cathy Accessories).

OBLONG WRAPS: Dry-hand acrylic KNIT plaids and solids, self-fringed, can be folded into triangles or worn as full-length evening wrap (Elwin) -- soft, fleecy, striped or plaid acrylic/poly blanket "wool" shawls with big front patch pockets, also V-backed without pockets; 11- by 42-inch and 6-footers, can also be head wraps (California Things) -- rounded shawl in fleecy striped or solid blanket "wool" with patch pockets (Cathy).

TRIANGLE SHAWLS: HAND CROCHETED, self-fringed; ombred beige "lace curtain," and body shawl with two swans in its lace motif (Elwin) -- heirloom quality ribbon-lace, deep hand-knotted self fringe, machine washable; 45-inch triangles in magnificent color stripes on lush, brushed cotton (Alician de California).

PONCHOS & POPOVERS: Ponchos -- circular

cotton-back suede cloth, peignoir belt controls the fullness, contrast color rib-knit turtle dickey; same in acrylic blanket tartan with slit neck (Karma Fashions) -- sheer glossy lace, can go over swimsuits or evening clothes (Elwin) ... SHORT POPOVERS: One-size fits all, rounded bottom, with middy tie muffler and patch pockets; straight shirt-tail bottom, collared, deep V-neck, matching 29-inch long wrap skirts, tops, tunics, long cardigans -- all in Super Suede (Alician).

TOPS & TABARDS: Tops: Brushed cotton smock-yoke pirate shirt (Cathy) -- black acrylic/poly terry tops with Gucci-like tricolor trim; Java jacket, blouson shirt, in printed wool and poly/cotton tartans (California Things) -- 36-inch square Mexican Joranga tops in vertical ombre striped acrylic; giant triangle shawl in same (Karma) ... TABARDS: Super Suede cowl-tabard with elasticized back; high-slit loose tabard tunic with deep V-neck, short kimono sleeves (Alician) -- side-tied, scoop neck cotton flannel in old fashioned wallpaper print, matching turbans (Karma).

HOODS, VESTS, CAFTANS: Hoods: Ribbed cotton/poly heatherknit, hug the face as in RTW, are long enough to tuck into shirt as a cowl neck, with matching tops (Cathy) -- shaped hoods (California Things).

... VESTS: Solid, tartan or Liberty prints on cotton suede cloth (Karma) -- reversible, from tartan plaid wool to solid poly/cotton (California Things) -- print or solid corduroy stripe or solid wool (Cathy) ... CAFTANS: Hand-painted chiffon in 25 colors; also in evening jackets (Alician).

FABRICS: Polyester and cotton/poly voile, poly chiffon -- poly/wool challis, blanket fleece -- brushed cotton, brushed 50-50 poly/rayon -- sock-darn stitch "trash" weave -- nubby overplaids ... The Big KNITS: Poly/cotton -- sheer, matte poly interlock -- Tee knits -- macrame ... FAKED: Lightweight Super Suede, almost sheer, has poly front/cotton back, in rich Fall hues ... dark colors predominate throughout.

PRINTS: STRIPES of all kinds, including blanket and ombre -- PLAIDS, especially tartan, blanket, buffalo and free-hand -- clay prints, taken from linings of old-fashioned book covers -- sublistatics -- foulards.

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FI BOUTIQUE BEAT -- NEW YORK EAST SIDE -- AND ST. TROPEZ

N.Y. EAST SIDE BOUTIQUES

The Mady Gerrard Knit Place, 743 Madison (64th St.), 249-8580. Hand crochets and knits in RTW, evening wear, accessories -- Also, sweaters and shirts for men. (Previously wholesale only). Hours: 10 to 6 daily.

Fiorucci, 125 East 59th St., 751-1404. Opened in April -- First N.Y. branch of well known Milanese shop (started in 1967) -- Elio Fiorucci now has 36 designers, creating "name tag" RTW and accessories -- lame' vinyl tote, plastic rain poncho, trenchcoats, umbrellas -- sportswear, separates.

Sasha, 207 East 60th St., 753-7092. Imported fabrics in suits for men and women -- A custom look.

The French Jean Store, 227 East 60th St., 486-9888. Jeans for men, women and children -- mostly imported. Variety of tops, from Indian cotton to luxurious Indian silk. Hand crochets - many colors and styles.

Scozzafava, 252 East 62nd St., 838-2660. Ready-made, custom-made, or custom-decorated denims. Fine French imported shirts. One-of-a-kind blouses, made from antique scarfs.

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IMPORTANT DATES

MIAMI - Resort & Holiday, Aug. 7-10
N.Y. - Holiday & Early Resort RTW, Aug. 2-13
N.Y. - Holiday-Resort Lingerie, Aug. 16-27
DALLAS - Resort & Holiday RTW, Aug. 20-24
LOS ANGELES - Nat'l Boutique, Aug. 22-25
CHICAGO - Resort & Holiday RTW, Aug. 28-31
DALLAS - Spring Shoe Show, Aug. 29-31
N.Y. - Resort & Early Spring, Sept. 7-24
L.A. - Resort & Early Spring, Sept. 10-14
N.Y. - European Fashion Fair, Sept. 19-22

ST. TROPEZ BOUTIQUES

Bianco, Residence du Casino 9 Bis. Lots of sportswear, featuring Fiorucci and others.

Suzuya, Place Alphonse Celli. Opened in April -- Showcase for Suzuya's designs.

Passage du Port -- Passageway filled with numerous boutiques --
Exactement Fauve -- Francine Hubert's exciting costume jewelry.
Gilles et Poppy -- Variety of young and conservative dresses and separates.
Kern & Kann -- Menswear from Christian Aujard and Harry Lans -- Bercher II and Daniel Hechter women's fashions -- Young sportswear across the way at VIP --
Ecriture -- (see May 76 FI) a new boutique here, featuring their RTW and accessories.
M.J. One -- "Daily Blue" Italian jeans-inspired sportswear.
Bobo's -- sportswear, dresses, separates.

Mic Mac, Quai Suffren. Always an important stop for men's and women's sportswear.

La Lucarne, Quai Mistral. Authentic used American baseball shirts, Boy Scout uniforms, Army uniforms, work shirts.

Cherry Love, Rue Sybille 7. Wide range of merchandise from Dan Beranger, Tan Guidicelli, Anne Marie Beretta, Thierry Mugler, Emmanuelle Khanh -- Also, accessories and shoes.

Albaron, Boulevard Vasserot. Dresses and tops in gauze. They will open a branch in Paris on the Rue de Seine -- in September.

L'Ancien, Place de la Garonne. Antique clothes, curtains, and tablecloths.

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